

**CONTRACT**

**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Strategic Media Services, Inc**  
**3299 K Street NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 589233 /		<u>Alt Order #</u> 07917367
<u>Product</u> API TARGET 2012		
<u>Contract Dates</u> 11/19/12 - 11/25/12		<u>Estimate #</u> //3299
<u>Advertiser</u> American Petroleum Institute		<u>Original Date / Revision</u> 11/09/12 / 11/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8201	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	3	11/19/12	11/25/12	Newschannel 3 News	6-7am		:30			NM	3	\$1,005.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	11-1---				3	\$335.00			
N 2	3	11/19/12	11/19/12	CBS This Morning	7-9a		:30			NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	M-----				1	\$240.00			
N 3	3	11/19/12	11/25/12	Newschannel 3 News	530-6pm		:30			NM	2	\$860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	1-1----				2	\$430.00			
N 4	3	11/20/12	11/20/12	Newschannel 3 News	6-630pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	-T-----				1	\$525.00			
N 5	3	11/19/12	11/19/12	Late News (M-F)	11-1135p		:30			NM	1	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	M-----				1	\$760.00			
N 6	3	11/22/12	11/22/12	NFL Football	1230-7pm		:30			NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	---T---				1	\$3,375.00			
<b>Totals</b>											<b>9</b>	<b>\$6,765.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/22/12	9	\$6,765.00	\$5,750.25
<b>Totals</b>	<b>9</b>	<b>\$6,765.00</b>	<b>\$5,750.25</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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